



PUBLIC MEETING REPORT

Martin Luther King, Jr. Drive Corridor Transportation Study

Prepared for
City of Atlanta, Bureau of Planning

Prepared by
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1.0 Introduction

Martin Luther King, Jr. Drive Transportation Corridor Study

The purpose of the Martin Luther King, Jr. Drive (MLK) Corridor Transportation Corridor Study is to identify opportunities to improve a number of issues along the corridor related to transportation, urban design, land use and zoning. Through a citizen-driven planning process, residents and business owners along the corridor have shared their views on the strengths and weaknesses of the MLK corridor and are developing strategic solutions to meet those needs.

Community Involvement Program

The City of Atlanta recognizes that community involvement is central to the development of the MLK Corridor transportation plan and the public participation program was designed to reach out to residents, property and business owners in their communities. From the very beginning, the public, agency staff, community leaders and elected officials were invited to participate in the process and their involvement will be maintained throughout the study. Innovation and effectiveness permeates every facet of the public involvement program -- particularly in light of geographic diversity of the various road segments along the MLK corridor and necessity to stimulate meaningful dialogue about a number of quality of life issues facing the area. Through skillful application of carefully selected public involvement techniques, the study will build consensus on a set of transportation and related improvement strategies. The following pages summarize the purpose, approach and key findings from the most recent phase of the community involvement program -- March public meetings on proposed transportation scenarios.

2.0 Public Meeting Objectives

The objectives of the March public meetings were to:

- Review the citizen feedback from the January 18, 2005 public meeting/charrette;
- Review and seek comments on the proposed scenarios for
 - 1) Pedestrian/Traffic Operations Emphasis
 - 2) Roadway Emphasis
 - 3) Transit Emphasis
- Explore the feasibility of many enhancements that apply to the entire corridor such as lighting, gateway designations, open space and parks and trail blazers;
- Present an overview of the City of Atlanta's Quality of Life zoning process; and
- Provide a progress update on the market analysis.

The public meetings were an excellent opportunity for continuous public outreach as well as a candid, open debate of the issues surrounding the development of transportation improvement scenarios for the corridor.

3.0 Public Outreach Approach

Segment-Level Outreach

The March round of public meetings was a series of three public meetings representing the three, unique, geographic segments of the corridor:



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SEGMENT	TITLE	LIMITS
I	Mixed-Use West	Fulton Industrial Boulevard to 1-20/West Lake
II	Residential Central	1-20/West Lake to Lowery Boulevard
III	Atlanta University Center (AUC) East	Lowery Boulevard to Northside Drive

For planning purposes, Segment I was further divided into two sub-segments:

- Fulton Industrial Boulevard to Hamilton E. Holmes Drive
- Hamilton E. Holmes Drive to I-20/West Lake.

All meetings were held on a weekday from 6:30 p.m. to 8:30 p.m. City of Atlanta staff and members of the Wilbur Smith Associates consultant team facilitated each meeting. The table below highlights the meeting dates and locations:

PUBLIC MEETING SCHEDULE		
Monday, March 28, 2005 AUC East (Lowery Blvd to Northside Drive) Phyllis Wheatley YWCA 599 Mitchell Street 30314 (404) 522-9922	Tuesday, March 29, 2005 Mixed-Use West (I-20/West Lake to FIB) Adamsville Recreation Center 3201 MLK Drive 30331 (404) 505-3181	Wednesday, March 30, 2005 Residential Central (Lowery Blvd to 1-20/West Lake) Washington Park/McPheeter's Library 1116 MLK Drive 303014 (404) 752-8760

Public Notices and Informational Materials

The City of Atlanta provided the study team with a comprehensive mailing list of property owners and occupants along the MLK corridor. A post card notice announcing the public meeting dates was mailed to over 1500 residents just prior to the March meetings. The post card notice was also included in a regular mailing to Neighborhood Planning Units (NPU's) within the study area. (See **Appendix A**, "Post Card Notice").

At the public meetings, a study team representative requested each participant sign-in, state how they heard about the meeting, and shared an information packet that included an agenda, scenario development worksheet, and surveys for each scenario for MLK corridor.

Public Meeting Format

The two-hour meeting combined a variety of communications methods to ease information gathering, share community concerns, priorities and reactions to scenarios:

First, the "walk-around" meeting format allowed the public to review fact sheets and display boards at their leisure in a relaxed and informal atmosphere, and hold one-on-one discussions with study team members specializing in various planning elements. Display boards and maps were positioned around the meeting room that depicted transportation, housing, land use and urban design concepts, existing conditions and potential improvement options.

Next, study team representatives delivered a formal presentation that described the data collection efforts, consistency of the MLK corridor study goals with the other plans and studies that have occurred within the study area, efforts to gather community input, and scenario development framework that identified strategies to improve mobility throughout the corridor.



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(See **Appendix B**, "Public Meeting Materials" for a copy of the agenda, scenario worksheet and presentation slides).

Following the presentation, the participants were divided into small discussion groups to review the transportation scenario framework in greater detail. A team of facilitators were available to answer technical questions and clarify the information presented. After an open discussion of the scenarios, each participant was asked to complete four (4) surveys. The surveys allowed participants to rank each transportation improvement option based on how much of a *priority* and how *desirable* the option is for each segment of MLK corridor. (See **Appendix C**, "Priority Surveys" for a copy of each survey).

The last part of the meeting was dedicated to a Question and Answer session. These comments were recorded and compiled into a summary table located in **Appendix D**, "Summary of Public Comments."

3.0 Summary of Survey Findings

Over 40 community members attended the March public meetings; however, a smaller number of respondents, 16, completed the surveys on scenario priorities. The first level priorities for each segment are presented in table format in the remainder of this section. The results should be viewed as general guidance on community preferences for each segment along the corridor. Further technical analyses and additional advisory committee and public meetings will be used to validate the survey results before final scenarios and improvement options are determined.

SEGMENT I Mixed-Use West

Fulton Industrial Boulevard to Hamilton E. Holmes Drive

Table 1. Pedestrian Accommodation/Traffic Operations Emphasis

FIRST LEVEL PRIORITIES	
Traffic Signals at Adamsville Recreation Center	90%
Pedestrian Signals at Crossville	73%
Crosswalk Improvements	70%
Sidewalk Improvements	64%

Table 2. Transit Emphasis

FIRST LEVEL PRIORITIES	
Bus Pull Outs	57%
Bus Pre-emption Signals	21%

Table 3. Roadway Emphasis

FIRST LEVEL PRIORITIES	
Raised Landscaped Median	67%
Limit Curb Cuts (One Per Development)	20%



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Table 4. Scenario Enhancements

FIRST LEVEL PRIORITIES	
Roadway Lighting	91%
Location of Open Spaces	67%
Gateway/Landmark @ FIB/Adamsville Community	55%
Public Art in Open Spaces	50%
Camera Surveillance	45%

SEGMENT I
Mixed-Use West
Hamilton E. Holmes Drive to I-20/West Lake

Table 5. Pedestrian Accommodation/Traffic Operations

FIRST LEVEL PRIORITIES	
Sidewalk Improvements	71%
Intersection Improvements Signals	69%
Pedestrian Signals at Crosswalks	69%
Crosswalk Improvements	54%
Pedestrian Access to West Lake	42%

Table 6. Transit Emphasis

FIRST LEVEL PRIORITIES	
Bus Pull Outs	58%
Bus Pre-emption Signals	27%

Table 7. Roadway Emphasis

FIRST LEVEL PRIORITIES	
Road Upgrade (Holmes to Barfield)	75%
Raised Landscaped Median	60%
Exclusive Multi-Use Trail	44%
Limit Curb Cuts	33%

Table 8. Scenario Enhancements

FIRST LEVEL PRIORITIES	
Roadway Lighting	83%
Location of Open Space	60%
Public Art in Open Spaces	55%
Trail Blazers/Signs	55%
Seven Mile Tribute Memorializing African-American History	50%
Gateway/Landmark @ West Lake MARTA	45%



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SEGMENT II Residential Central I-20/West Lake to Lowery Boulevard

Table 9. Pedestrian Accommodation/Traffic Operations

FIRST LEVEL PRIORITIES	
Sidewalk Improvements	75%
Pedestrian Access to Lowery	50%
Bus Shelters	27%

Table 10. Transit Emphasis

FIRST LEVEL PRIORITIES	
Bus Pull Outs	55%
Coordination with MARTA Belt Line Study	54%

Table 11. Roadway Emphasis

FIRST LEVEL PRIORITIES	
Traffic Calming Measures	82%
Super 2-Lane Section	44%
Shared Lanes	40%

Table 12. Scenario Enhancements

FIRST LEVEL PRIORITIES	
Roadway Lighting	92%
Enhancement of Public Parks/Open Space	64%
Trail Blazers/Signs	60%
Historic Neighborhood Markers/Signs	58%
Camera Surveillance	55%

SEGMENT III Atlanta University Center East Lowery Boulevard to Northside Drive

Table 13. Pedestrian Accommodation/Traffic Operations

FIRST LEVEL PRIORITIES	
Pedestrian Signals	82%
Intersection Improvements	58%
Sidewalk Improvements	55%



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Table 14. Transit Emphasis

FIRST LEVEL PRIORITIES	
Bus Pull Outs	67%

Table 15. Roadway Emphasis

FIRST LEVEL PRIORITIES	
Intersection Improvements	63%

Table 16. Scenario Enhancements

FIRST LEVEL PRIORITIES	
Roadway Lighting/Camera Surveillance	92%
Trail Blazers/Signs	75%
Gateway/Landmark for AUC	73%
Historic Neighborhood Markers/Signs	73%
Location of Open Space	64%
Seven Mile Tribute to African-American History	60%

4.0 Conclusion and Next Steps

Highlights from the survey findings indicate that there is widespread support for traffic signals at Adamsville Recreation center, bus pull outs, raised landscaped median and roadway lighting in Segment I (FIB to Holmes). In the other portion of Segment I (Holmes to I-20/West Lake), participants identified key priorities as sidewalk improvements, bus pull outs, road upgrade (Holmes to Barfield), and roadway lighting. In Segment II (I-20/West Lake to Lowery), residents would like to see sidewalk improvements, bus pull outs, traffic calming measures and roadway lighting. In the final Segment III (Lowery to Northside), the first level priorities included pedestrian signals, bus pull outs, intersection improvements, roadway lighting and camera surveillance.

Overall, the two-way dialogue generated by the public meetings allowed participants to express their concerns, to hear other viewpoints, and to enhance the study team's understanding of community priorities. Individuals and neighborhoods benefited from the public meetings because they provided a platform to discuss benefits, impacts and importance of each improvement option.

Over the course of the next few months, the study team will continue to gather information and develop more detailed strategies for each scenario. The key public involvement activities to support this technical process include the following:

Advisory Committee Meetings

The MLK Corridor Study Advisory Committee serves as the core group responsible for assisting the study team in the overall direction and guidance of the corridor study. Members of the committee represent neighborhood, business, development and other special interests. The committee meets at key project milestones and prior to each set of public meetings to discuss project developments and participate in project decision-making.



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May Public Meetings

Another round of public meetings is scheduled for the end of May 2005. As in the previous round of meetings, study team representatives will be available to listen and respond to public questions and concerns regarding the scenarios. Updated public information materials including draft documents, fact sheets and public comment forms will be provided to all participants. All meetings will be held during weekday evenings and will advertised at a minimum via post card mailings, NPU meetings, emails and the City website.

In closing, the City of Atlanta would like to thank the citizens and other supporters who shared ideas, commented on the issues, and actively participated in the MLK corridor public meetings.



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APPENDIX A PUBLIC NOTICE



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APPENDIX B PUBLIC MEETING MATERIALS



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APPENDIX C PRIORITY SURVEYS



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Appendix D SUMMARY OF PUBLIC COMMENTS